RECORDS RETENTION SCHEDULE

Exhibit B

Philip Morris Incorporated
Headquarters Services
Records Management

OPERATING COMPANY	DEPARTMENT	LOCATION
PHILIP MORRIS INTERNATIONAL	MARKETING STATISTICAL ANALYSIS	120 PARK AVENUE

RECORD TITLE	RETENTION PERIOD				REMARKS
	ON-SITE		OFF-SITE		
	OFFICE	QRSA	CARLSTADT	TOTAL	
BRAND FAMILY YEAR-END FILES	PER			PER	
COMPETITIVE ANALYSIS FILES	CUR			CUR	
HISTORICAL COMPETITIVE FILES	PER			PER*	*REVIEW ANNUALLY TO DESTROY OBSOLET
					INFORMATION
MARKET SEGMENTATION FILES	CUR+10		5	CUR+15 *	
OVERSEAS YEAR-END FILES	PER			PER	
SALES & COMPETITIVE INDUSTRY					
& HIGHLIGHTS FILES	CUR+6		14	CUR+20 *	
SLIDE PRESENTATIONS	CUR			CUR	
TOBACCO JOURNALS	SUP			SUP	
TRADE PUBLICATIONS	SUP			SUP	
UNIT VOLUME DATA FILES	CUR+8		5	PER ~~CUR+13~~ *	

KEY TO CODES

CUR-Current Year
PER-Permanently
SUP-Until Superceded
TER-Until Terminated
QRSA-Quick Retrieval Storage Area-100 Park Avenue

2500155086

AUTHORIZATION

Department Management F. EATON Date 5/24/88

Records Management Department Phyllis L. Cowan Date 5/25/88

Legal Counsel James T. Bucklew Date 5/26/88

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